



WXYZ

# ORDER

Print Date 10/06/12

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Flight Dates **09/03/12-09/11/12**

Contract / Revision      **309462 /**

Original Date / Revision  
08/28/12    09/11/12

Advertiser **Protect MI Vote**

Agency    **Target Enterprises**

Buying Contact

**15260 Ventura Boulevard - Suite #1  
Sherman Oaks, CA 91403-5347**

Product

**Protect MI Vote No on Gamming E**

Agency Com    15%

Billing Contact

**15260 Ventura Boulevard - Suite #1  
Sherman Oaks, CA 91403-5347**

Sales Office    WXYZN

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **305**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      ISS Ballot

Product Codes PL

Priority          P-4

Advertiser Ref

Primary Account Executive

Steve Kopicki

Account Executive	Order%	Start Date	End Date
Steve Kopicki	100%		

Order Share 35%    Market Value 58857

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	65%	38257
WADL	%	0
WDIV	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	12	\$17,510.00	\$20,600.00	0.00
<b>Totals</b>	<b>12</b>	<b>\$17,510.00</b>	<b>\$20,600.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/11/12	12	\$17,510.00	\$20,600.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	09/04/12	09/11/12	5am News M-F 5am News M-F	CM	5-6am M-F	MTWTF--	:30	3	\$700.00	P-4	0.00 NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
Week:		09/03/12	09/09/12	- TWTF--			3		\$700.00			0.00		
Week:		09/10/12	09/16/12	-T-----			1		\$700.00			0.00		
N 2	WXYZ	09/04/12	09/11/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MTWTF--	:30	4	\$1,600.00	P-4	0.00 NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
Week:		09/03/12	09/09/12	- TWTF--			4		\$1,600.00			0.00		



WXYZ

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Contract / Revision **309462** Flight Dates **09/03/12-09/11/12**

Hiatus Dates

Original Date / Revision 08/28/12/ 09/11/12

Order Sep 00:20:00

Advertiser **Protect MI Vote**Product **Protect MI Vote No on Gam** Estimate # **305**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WXYZ	09/04/12	09/11/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MTWTF--	:30	4	\$1,600.00	P-4	0.00 NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-TWTF--	4		\$1,600.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
5	WXYZ	09/03/12-09/09/12		GMA M-F 7-9am	7-9am M-F		-TWThF----	:30	<del>(\$1,600.00)</del>	0.00	NM			
Credited														
Week:		09/10/12	09/16/12	-T-----	2		\$1,600.00		0.00					
6	WXYZ	09/10/12-09/16/12		GMA M-F 7-9am	7-9am M-F		-T-----	:30	<del>(\$1,600.00)</del>	0.00	NM			
Credited														
7	WXYZ	09/10/12-09/16/12		GMA M-F 7-9am	7-9am M-F		-T-----	:30	<del>(\$1,600.00)</del>	0.00	NM			
Credited														
N 3	WXYZ	09/03/12	09/11/12	12-1pm M-F 12-1pm	CM	12-1pm	MTWTF--	:30	3	\$1,000.00	P-4	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-TWTF--	3		\$1,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
3	WXYZ	09/03/12-09/09/12		12-1pm	12-1pm		-TWThF----	:30	<del>(\$1,000.00)</del>	0.00	NM			
Credited														
5	WXYZ	09/03/12-09/09/12		12-1pm	12-1pm		-TWThF----	:30	<del>(\$1,000.00)</del>	0.00	NM			
Credited														
Week:		09/10/12	09/16/12	-T-----	2		\$1,000.00		0.00					
6	WXYZ	09/10/12-09/16/12		12-1pm	12-1pm		-T-----	:30	<del>(\$1,000.00)</del>	0.00	NM			
Credited														
7	WXYZ	09/10/12-09/16/12		12-1pm	12-1pm		-T-----	:30	<del>(\$1,000.00)</del>	0.00	NM			
Credited														
N 4	WXYZ	09/11/12	09/11/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	-T-----	:30	1	\$1,200.00	P-4	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	-T-----	1		\$1,200.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WXYZ	09/10/12-09/16/12		M-F 4-5pm	4-5pm M-F		-T-----	:30	<del>(\$1,200.00)</del>	0.00	NM			
Credited														
N 5	WXYZ	09/04/12	09/11/12	7p News M-F 7-730p	CM	7-730pm M-F	MTWTF--	:30	4	\$2,000.00	P-4	0.00 NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-TWTF--	4		\$2,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
3	WXYZ	09/03/12-09/09/12		7p News	7-730pm M-F		-TWThF----	:30	<del>(\$2,000.00)</del>	0.00	NM			
Credited														
4	WXYZ	09/03/12-09/09/12		7p News	7-730pm M-F		-TWThF----	:30	<del>(\$2,000.00)</del>	0.00	NM			
Credited														
Week:		09/10/12	09/16/12	-T-----	1		\$2,000.00		0.00					
6	WXYZ	09/10/12-09/16/12		7p News	7-730pm M-F		-T-----	:30	<del>(\$2,000.00)</del>	0.00	NM			
Credited														
N 6	WXYZ	09/03/12	09/09/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	MTWTFSS	:30	2	\$4,000.00	P-4	0.00 NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



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Contract / Revision    **309462**    Flight Dates **09/03/12-09/11/12**

Hiatus Dates

Original Date / Revision    08/28/12/    09/11/12

Order Sep    00:20:00

Advertiser    **Protect MI Vote**

Product **Protect MI Vote No on Gam** Estimate #    **305**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WXYZ	09/03/12	09/09/12	Late News M-Su 11pm Action News Update	CM	11-1135pm M-Sun	MTWTFSS	:30	2	\$4,000.00	P-4	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	MTWTFSS	2		\$4,000.00		0.00						
														Totals	12 \$20,600.00